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American Window Film, Inc. team receives 3M Dealer of the Year Award - Northeast USA

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Foxboro, MA American Window Film, Inc.'s team returned from the 2017 3M Prestige Dealer Conference held in Baltimore, February 7, holding the 2016 3M Dealer of the Year Award for the Northeast USA Region. The conference was attended by American Window Film's president, Peter Davey; vice president sales, James Maloof ; Cape Cod sales representative, Bart Rubin and Rhode Island sales representative, Dana Savoie. Members of 3M Company's St. Paul, MN, group and the Northeast region's 3M window film distributor, Energy Products Distribution, presented their visions and plans for 2017.

Fueled with aggressive goals and recently launched window film products, Davey and staff hit the pavement running upon their return to their Foxboro location. According to Davey, "3M Company's Daylight Redirecting film was emphasized at the 3M conference and it's generating a lot of interest in the field. The product has been engineered to redirect sunlight and subsequently, reduces dependence upon artificial lighting. The film's associated benefits derived from increased natural light are significant."

3M Daylight Redirecting Film is an effective daylighting solution that brings natural light deeper into a building. Most of us have experienced the discomfort of glare in workspace environments - particularly workstations set up close to banks of windows. This film redirects excessive light and provides natural lighting for more occupants. Features include:

- Reduced glare and discomfort due to direct and excessive sunlight
- Redirects natural light 40 feet or more into a building
- Extends daylight zone up to eight feet into an interior for every one foot of treated window
- Provides up to 52% lighting energy savings compared to baseline usage
- Provides savings of up to 1.5 kWh/s/f of floor area.

The benefits are many. Reducing the need for artificial lighting is an energy savings benefit and may help to meet LEED Green Building Certification goals. Cost effective integration into new or existing windows requires no extra hardware or infrastructure and little to no additional maintenance or special cleaning. Working throughout the day, it is effective even when the sun is at a low angle. Buildings with natural light have been shown to increase employee productivity, decrease absenteeism, boost retail sales, improve patient recovery times and improve student test scores.

At the end of the day, we all simply feel better when we are exposed to more natural light.

Established in 1975, American Window Film, Inc. is located in Foxboro and Boston, MA, and is a Platinum level 3M Authorized Prestige Window Film Dealer certified for Large Commercial projects.

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